



VIAAN INDUSTRIES LTD

(Formerly known as Hindusthan Safety Glass Industries Ltd.)

Date:-21/08/2017

To,
BSE Limited
The Corporate Relationship Department
P.J. Towers, 1st Floor,
Dalal Street,
Mumbai – 400 001.

Sub: Corporate Presentation for Valuable Investors of the Company.

Ref:-Viaan Industries Limited (BSE Scrip Code:- 537524).

Dear Sir/Madam,

We hereby enclose latest corporate presentation of the Company for our Valuable Investors.

Kindly take a note of the same.

Thanking you,

For Viaan Industries Limited

Darshit Shah
(Executive Director/CEO)
DIN No. 06614591

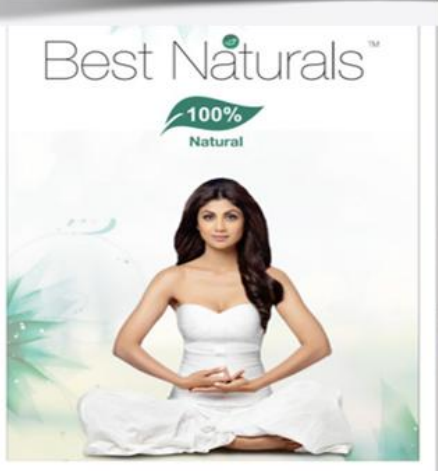




Viaan Industries Limited

Investor Presentation

August 2017





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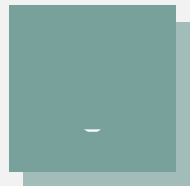
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Way Ahead



Company Overview

Company Overview



Leveraging Strong Networks

- Well established in the Media and Entertainment sector
- Domestic and International celebrity linkages

Global Presence

- Headquartered in Mumbai with nationwide distributor network
- Offices in London and Dubai
- Plans to export licensing technology and entertainment in Asia, Middle East and CIS Countries

Strong Workforce

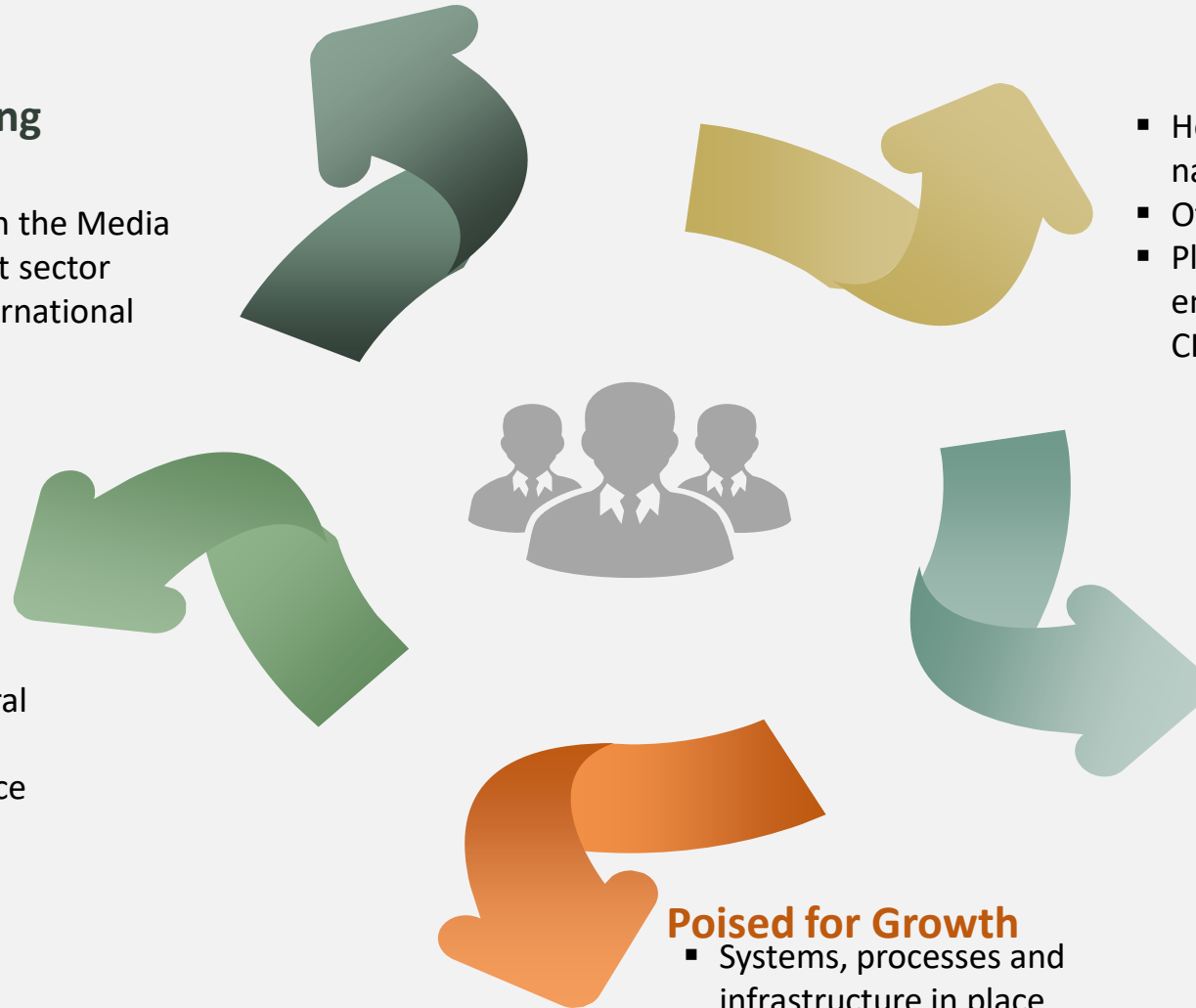
- Strong leadership with several years of industry experience
- Young and dynamic workforce of over 50 employees

Business Verticals

- Present in sunrise sectors
- Operates in 3 verticals - Licensing technology, Gaming & Animation and Wellness

Poised for Growth

- Systems, processes and infrastructure in place
- Market linkages and go-to-market strategy defined





Journey So Far



- Name change from Hindustan Safety Glass Industries to Viaan Industries Ltd.

Sep 2015

- Commences export of Viaan mobiles to CIS countries

Apr 2016

- Forays into Wellness with Yo Yo Yogurt

Jan 2017

- Launches Best Naturals range of 100% safe Ayurvedic products

Mar 2017

- Set to launch game “Sunny Gill & The Agents of SNIFF” in association with Eros International
Aug 2017

2014

Nov 2015

Aug 2016

Feb 2017

July 2017

- Listed on BSE
- Set up Corporate Office in Mumbai

- Launches Revolutionary Concept – Viaan Mobiles

- Enters Mobile & Console gaming market with Viaan Studios

- Tie up with Eros International for game development

- Brings Match Poker League to India

Key Management Team



RAJ KUNDRA

Managing Director

Over 20 years of experience in mobile phones, mining, real estate, renewable energy, entertainment, hospitality and precious metal trading



SHILPA SHETTY

Chairperson

Bollywood actor & Entrepreneur. Launched multiple successful brands in India



DARSHIT SHAH

CFO & Executive Director

MBA Finance with over 5 years of experience in portfolio Investments, precious metal trading



NAZAR ABBAS

Content Head

Wearer of many hats. Over 15 years of media experience in content and direction. Has worked in advertising, film and television



NANDAN MISHRA

Independent Director

Retired Chief Commissioner of Income Tax. Over 36 years of experience in Indian revenue service



PRADIP SHAH

Independent Director

Managing Director of Manugraph India limited (BSE listed)



M K WADHWA

Independent Director

A Science graduate and a CA. Served in the past as a professional in NTC in a senior position

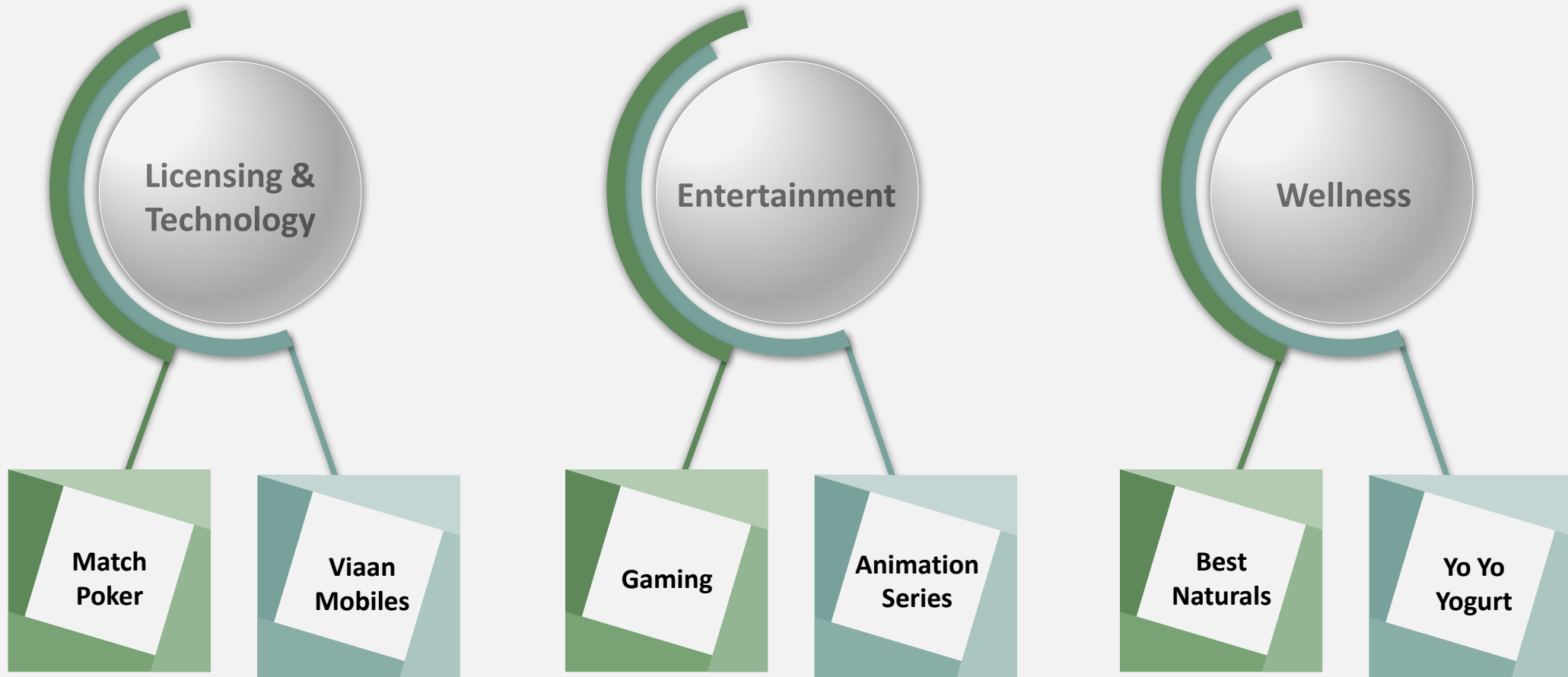
Best Naturals™

 100%
Natural
No Side Effects



Business Overview

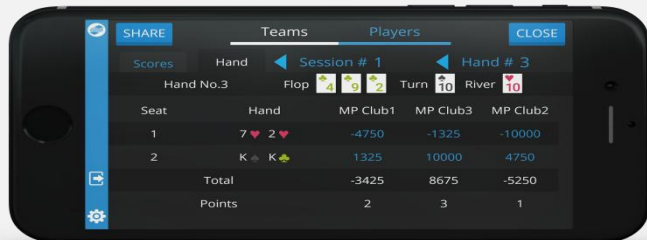
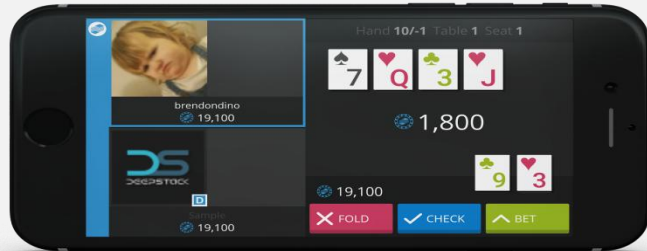
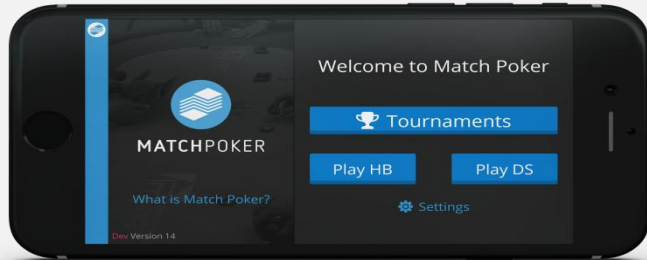
Business Verticals



Match Indian Poker League – Match IPL



Where Champions are Made



- Match IPL IP owned by Viaan Industries Ltd & International Federation of Poker (IFP)
- Match Indian Poker League (MIPL) is a regulated sports poker tournament, approved and backed by both the IFP and its Indian Federation
- Match Poker is a team sport incorporating regular Texas Hold 'em Poker structure
- MIPL will host its inaugural sports poker league this year with 8 teams from 8 cities in India backed by 8 well known team owners
- Mobile based technology
- Indian Poker industry currently pegged at USD 120 million with over 1 million Poker players in India
- Revenue generated through registration and endorsements
 - Each team sold for 50 Lakhs
 - Participation fee per team of 50 Lakhs
 - MatchPoker App user registration at Rs 999 per download



Match IPL Inaugural Season 1 - 2017-18



Winning Team will represent TEAM INDIA in the **POKER WORLD CUP.**

PRIZE MONEY

- 1st - INR 1,50,00,000
- 2nd - INR 1,00,00,000
- 3rd - INR 50,00,000

Match Poker is a team sport incorporating regular Texas Hold'em albeit typically with a pot-limit pre-flop and no-limit postflop Structure

Location: MUMBAI

Date: 14 & 15 October 2017

Event Format: Two Days Event

- 8 teams and 8 players per team with a perfectly symmetrical 8x8 structure
- 2 days of play
- 75 Hands Electronically dealt each day



Licensing Technology – Viaan Mobiles



- Value for money product range
- Products ranging from feature phones to hi-tech smart phones
- Strong tie-ups with leading manufacturers for technology import & distribution
- Increasing lead position in CIS Countries
- Expand to new geographies in Middle East, Asia

Gaming & Animation



Viaan Studios is poised to offer unique and unmatched game play elements to gamers across the globe

- IP based quality games for mobiles, PC & consoles
- State-of-art production facility with in-house studio, motion capture, music & dubbing
- Strong creative talent pool Of 30+ developers
- Robust revenue model leveraging partnerships in areas of game development, publishing and distribution
- Project Pipeline – Animation series & movies, series based game



SURVIVAL BLOCK - Zombie based Strategy Game for both Mobile & PC



SOUL-MATE - Celebrity based game for mobiles



SNIFF – Movie based for Mobile

- Set to launch “Sunny Gill & The Agents of SNIFF” in association with Eros International on August 25th
- SNIFF is movie based adventure platform game which will be available on GooglePlay

The Adventures of Ali & Baba - Fresh take on an age old story



- **Viaan Studios** to launch an in-house IP and content driven animation series
- Adventures of Ali Baba is a 3D high end animation series crafted for the worldwide market
- Additional revenues generated through - merchandising and licensing
- Initial release on a large domestic television network

Concept

- The adventures of Ali Baba is a children's TV series based on two orphaned boys with special powers Ali and Baba born to protect the secrets of the dungeons under the care home

Stage 1

- Expected release date Q2FY18
- Episode driven animated TV Series
- 13 Episodes per season

Stage 2

- Animated movie & game
- International market release

Wellness



Best Naturals



Best Naturals - Unique Blend Of Ayurveda & Astrology

- 100% natural & ayurvedic products
- Portfolio focuses on life style management
- Managing Diabetes, Joint Pain, Weight, Hair growth, Immunity & Natural Sugar substitute
- Invitation based Direct Selling Model
- To establish a network of 10,000 distributors in FY18

Yo Yo Yogurt



YO YO Yogurt – Extra smooth & Creamy Tastes

- Over 15 YO YO Outlets offering over 15 flavours
- Highest quality, natural ingredients imported from USA
- Strong marketing strategy spearheaded by Mrs Shilpa Shetty Kundra
- Targeted at a growing, health conscious population

Key Strengths



Impeccable business acumen and brand power

- Presence in sunrise sectors
- Strong recognition in business segments

Dynamic and experienced leadership attuned to new business opportunities

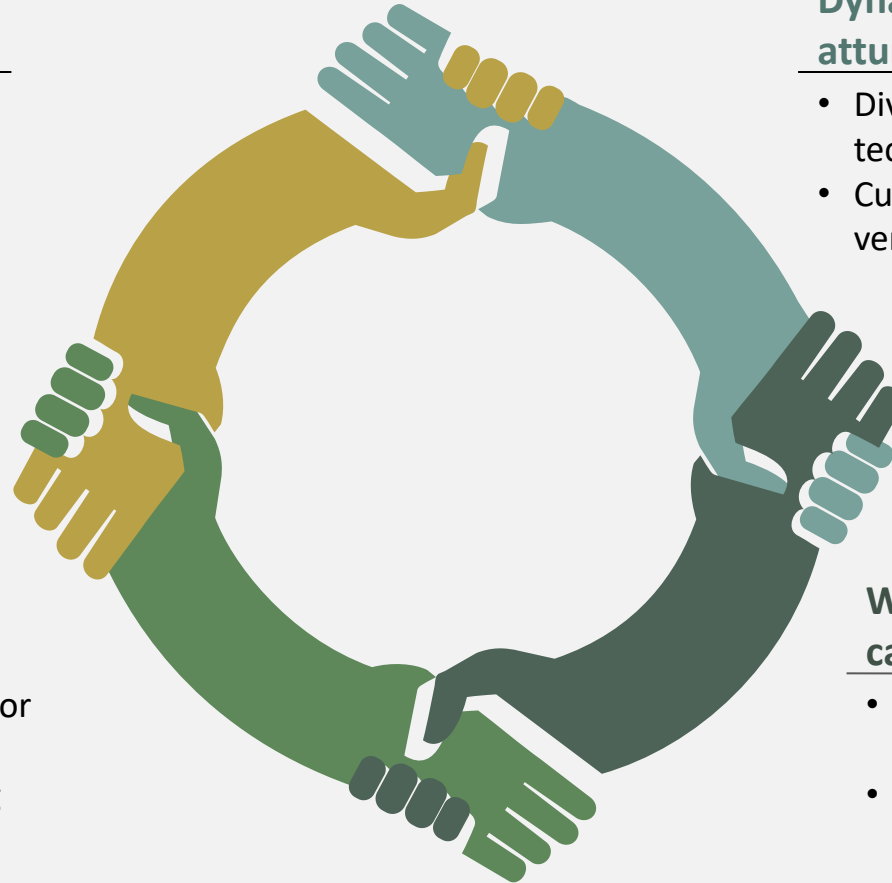
- Diversified offerings across wellness, licensing technology and gaming & animation
- Customized go-to-market strategy for each vertical

Established media presence

- Easy access to celebrity network for marketing and brand initiatives
- Access to entertainment licensing across the globe

Wide array of gaming and animation catering to a variety of demographics

- Tailor-made for today's social media-integrated platforms
- Edge over new entrants with seasoned media professionals at the helm







Entertainment – Indian Gaming Industry

Bright Future

- World's largest youth population, 2/3rd below 35 years
- Media & Entertainment sector to grow at CAGR (2014-2019) 13.9% (almost double global growth)
- ~9% revenues from domestic market; foreign developers and games dominate app store rankings
- Apple and Google lowering minimum price for apps and in-app purchases in India
- Expect more Indian companies to focus on local markets

Emerging Trends: Localization & Virtual Reality

- 24% of developers see localization and virtual reality as emerging trends
- Gamers have relatively high tolerance for in-game advertisements and prefer free games
- ARPU far lower than global average

Mobile

- ~ 40- 50 mn people play games on smart phones and & feature phones; growing rapidly at CAGR of 40- 50%
- Mobile gaming revenues estimated at USD 150 mn - across all revenue models including premium, freemium and ad supported
- Most industry players awaiting integration of mobile carrier billing - expected to grow revenues exponentially

PC / Web gaming

- ~10 mn PCs sold every year - 50% sold to Businesses/ Corporates, 50% to home consumers
- Overall "active" installed base estimated at 50 mn PCs
- ~ 17 mn number of wired broadband connections
- ~ 300k – 500k 'high-end gaming' PCs and laptops & ~100,000 high-end graphics cards being sold per annum
- ~5-7mn PC gamers; ~ 1 – 1.5mn "hard core gamers"

Opportunities

- One of fastest growing game markets globally - delivering more and more opportunities for new and existing developers
- mobile developers can target wider audience and acquire new paying users with the new app min
- International companies to increase their effort in India, providing push on local industry



Entertainment – Indian Animation Industry

Animation Business Models

- Animation outsourcing & co-production
- Animation Production and IP creation – films, television, digital platforms, branding & merchandising

Fast growing animation industry

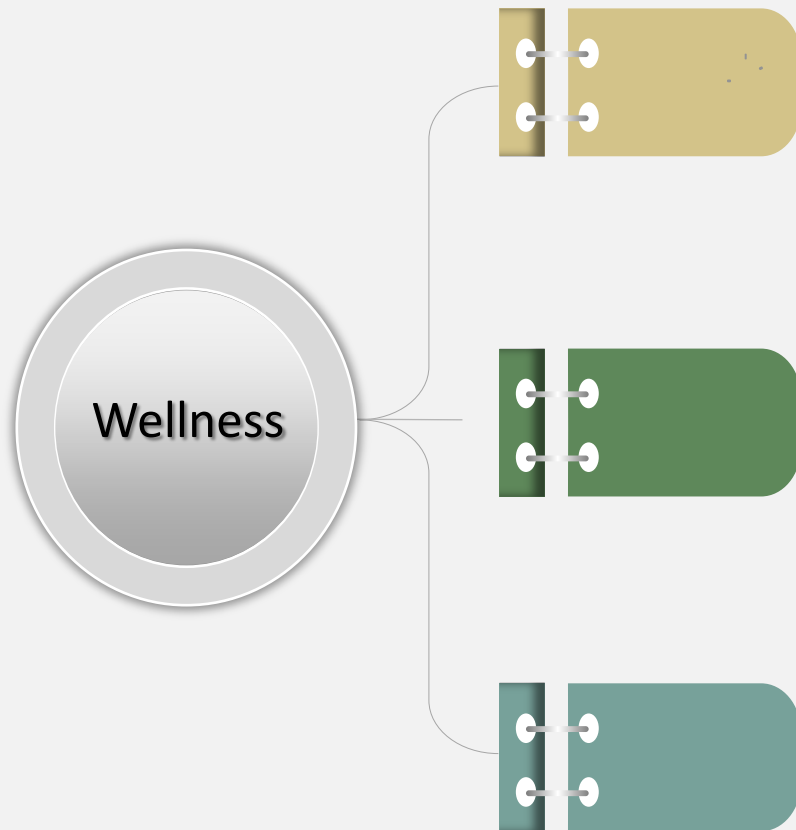
- Among largest broadcasting industries in the world - ~892 private satellite television channels
- Total subscriber base for television industry – expected to increase to 187 million by 2019 from 175 million in 2015
- Television is one of the largest consumers of animation content created
- Animation & VFX industry estimated to grow at a CAGR of 16.7% during 2016-20 & reach to about INR 114 billion by the end of 2020

Rising Demand

- Higher demand for aspirational products & services on account of
 - Rising incomes & evolving lifestyles
 - Higher penetration & a rapidly growing young population
 - Increased usage of 3G, 4G & portable devices would augment demand
- Growth in international animation films, especially 3D productions and the subsequent work for Indian production
- Surge in 3D/HD animated movies in theatres
- Use of animation and VFX in TV, advertising and gaming
- Growing outsourcing of VFX and gaming to India due to cost effectiveness of Indian players

Policy Support

- 100% FDI allowed in the sector through automatic route provided it is in compliance with RBI guidelines
- National Film Policy to tap potential of film sector (mainly for the animation segment)
- Incentives provided by state governments for units in SEZ, as specified in 'Union Budget 2016' – e.g. Visual effects community in Bangalore



Industry Opportunity

- Includes five major sub segments - beauty care, nutrition care, fitness centers, alternative treatments, therapy and rejuvenation
 - ~INR 850 billion industry size during FY15
- Expected to grow at a CAGR of ~12% for the next 3 years and reach ~INR 1500 billion crores by FY20
 - Bolstered by increasing awareness, push from the insurance industry and government
- Nutraceuticals industry ~INR 150 billion and expected to grow at 20% and reach INR 400 billion by 2020
 - Three segments – dietary supplements, functional foods and functional beverages

Rising Demand

- Significant scope for penetration - areas like nutrition, rejuvenation and fitness
- Driving forces - lifestyle diseases, increasing stress levels and blurring of gender boundaries
- Increasing urbanization supported by huge influx of new products and service providers across all segments

Government initiatives to promote the wellness industry

- Initiatives ranging from "Make in India" to "International Yoga Day"
- FSSAI regulations – Nutraceuticals to bring in transparency and improve quality of various nutritional care products
- Ministry of AYUSH set up in 2014



VIAAN INDUSTRIES LTD.

Profitability Highlights



Strong growth driven by demand from existing verticals and entry into new sunrise sectors

- **FY17 Consolidated Revenue at Rs. 1,346.9 mn, YoY growth of over 300%**
- **FY17 Consolidated EBITDA at Rs. 100.7 mn, from a loss of Rs 1.5 mn**
- **FY17 Consolidated EBITDA Margin jumps to 7.5%**
- **FY17 Consolidated EPS at Re 1.0**



Consolidated Profitability Highlights – FY17

Rs. mn	Mar-17	Mar-16	Y-o-Y (%)
Income from operations	1,346.9	327.1	312%
Raw Materials	1,183.0	304.0	
Employee Cost	30.0	8.8	
Other Cost	33.2	15.8	
Total Operating Expenditure	1,246.2	328.5	
EBITDA	100.7	-1.5	
EBIDTA margin (%)	7.5%	-0.5%	794 bps
Other Income	10.4	2.6	
Interest	0.5	0.3	
Depreciation	3.2	0.6	
Exceptional Item	0.0	0.0	
Profit Before Tax	107.4	0.2	
Tax	0.4	0.1	
Profit After Tax	107.0	0.1	
PAT Margin (%)	7.9%	0.0%	792 bps
EPS	1.00	0.03	



Consolidated Balance Sheet Highlights – FY17

Rs. mn	Mar-17	Mar-16
Shareholder's Funds	236.2	129.2
Share capital	106.7	35.6
Reserves & Surplus	129.5	93.6
Non-current liabilities	0.0	0.0
Long term borrowings	0.0	0.0
Defer Tax liabilities	0.0	0.0
Other Long-Term liabilities	0.0	0.0
Long-Term Provisions	0.0	0.0
Current liabilities	505.4	90.5
Short Term Borrowings	13.8	8.0
Trade Payables	476.1	64.9
Other Current liabilities	13.5	17.0
Short-term provisions	2.0	0.6
Total Equities & Liabilities	741.5	219.7

Rs. mn	Mar-17	Mar-16
Non-current assets	8.1	4.31
Fixed assets	6.9	2.6
Non-current Investments	0.5	1.6
Deferred Tax Assets/ (Liability)	0.1	0.1
Other non-current assets	0.7	0.1
Current assets	733.5	215.4
Current investments	9.3	9.3
Inventories	4.2	0.0
Trade receivables	624.0	80.2
Cash & Cash equivalents	0.8	19.0
Short-term loans & Advances	95.1	106.9
Other Current Assets	0.0	0.0
Total Assets	741.5	219.7

Best NaturalsTM

100%
Natural



Way forward...



Major growth potential exists in domestic and international markets across business verticals

01

Expanding wellness product portfolio and customer base through targeted marketing initiatives

02

Licensing Technology will be a forerunner in contributing to revenue

03

Partnerships with leading media and entertainment channels for gaming & animation content

04

Establishing presence in the growing entertainment segment

05

Substantial turnover in the coming year from Middle East, Europe and CIS countries

Thank You



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Bloomberg VIN:IN

For further information, please contact:

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